

What is claimed is:

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Q² > 1 A method of using a network of computers to facilitate and control the creating and publishing of presentations to a plurality of media venues while minimizing required input, comprising:

- a) a media database having a list of available media venues;
- b) a presentation rules database having corresponding creative guidelines of the media venues;
- c) means for transmitting said presentations to the selected media venues;
- d) means for the sellers selection of the media venues;
- e) means for sellers inputting information; and

whereby a person may choose one or more media venues, create a presentation or presentations that comply with said media venues guidelines, and transmit the presentation or presentations to the selected media venues for publication.

- 2) The method of claim 1 wherein a seller database has a list of sellers.
- 3) The method of claim 1 wherein a means for creating structured presentations from sellers information for the media venues.
- 4) The method of claim 3 wherein a means for sellers transferring said created presentations to the media venues for publishing.
- 5) The method of claim 1 wherein said media venues inputs said creative guidelines and information.

- 6) The method of claim 1 wherein means of said media venues receives sellers presentations.
- 7) The method of claim 1 wherein a media buyers database has a list of media buyers.
- 8) The method of claim 1 wherein a media transactions database has a list of all media transactions.
- 9) The method of claim 1 wherein a media inventory database has a list of all media inventory.
- 10) The method of claim 1 wherein a presentations database contains created presentations.
- 11) The method of claim 1 wherein an inventories database contains available inventory.
- 12) The method of claim 1 wherein a transaction database contains transactions made.
- 13) The method of claim 1 wherein a method of buyers' selection and purchase of goods and services is offered by sellers.
- 14) The method of claim 13 wherein a transaction database contains records of the purchases of goods and services made.
- 15) The method of claim 1 wherein a means of purchasing the goods or services offered is provided.
- 16) The method of claim 1 wherein the media database having a list of available media includes corresponding editorial, design and publication standards.
- 17) The method of claim 1 wherein the media database having a list of available media includes corresponding pricing and media inventory availability.
- 18) The method of claim 1 wherein said presentations to be featured through selected media venues are transferred to them.
- 19) The method of claim 1 wherein a computer is used to control and facilitate the network of computers.
- 20) The method of claim 1 wherein a computer is used to control and facilitate creation and distribution of all presentations to media venues.

21) The method of claim 1 further comprising a means of automatically creating open-access electronic presentations.

22) The method of claim 1 further comprising a means of publishing open-access presentations electronically.

23) The method of claim 1 wherein a computer is used to present dynamic presentations electronically.

24) A method for using computers to control sales and inventory while reducing required processing resources comprising:

- a) setting of total available inventory;
- b) setting of notification level of total available inventory;
- c) establishing buffer inventory;
- d) monitoring inventory levels;
- e) notifying seller of sales;
- f) allocating available inventory; and
- g) preventing over allocation of inventory.

25) The method of claim 24 wherein communications allow for on-demand or on-event transmission of information without the overhead of constant communications.

26) The method of claim 24 wherein on-demand transactions without confirming communications are allowed.

27) The method of claim 24 wherein a computer is used to monitor transactions and facilitate the allocation of inventory.

28) The method according to claim 24 wherein a seller of goods or services can control sales and inventory with reduced processing resources without being required to maintain constant communications with points of sale.

29) A method of using a network of computers to facilitate and control access to events or functions comprising:

